

Message Text

UNCLASSIFIED

PAGE 01 BONN 09711 261933Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----128746 270625Z /23

R 261915Z MAY 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 8921
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG

UNCLAS BONN 09711

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - ORCAL MARKETING CORP., ORANGE, CA

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

DR. EWALD NELKEN
ELBESTR. 21
D-4330 MUELHEIM/RUHR
CONTACT: HERR NELKEN
COMMENT: COMPANY IS HIGHLY INTERESTED IN THE PRODUCTS
OFFERED. COMPANY HAS URGENT DEMAND. EMPLOYS 15.
REPUTATION AND CREDIT RATING GOOD. SALES AREA: EUROPE.

AMCONSUL FRANKFURT COMMENT:
ACCORDING TO RELIABLE TRADE AND INDUSTRY SOURCES, THE
DOMESTIC GERMAN MARKET FOR WATER HEATERS OF ALL TYPES,
INCLUDING THAT OFFERED BY THE U.S. COMPANY, IS
CHARACTERIZED BY CONTINUOUS FIERCE PRICE COMPETITION,
WHICH EXERTS A NEGATIVE IMPACT ON THE SALES
OPPORTUNITIES OF ANY SUCH NEWCOMER TO THE SCENE. BE-
SIDES, SUCH EQUIPMENT IS SUBJECT IN GERMANY TO TECHNICAL
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CAL APPROVAL AND SAFETY TESTING PRIOR TO MARKETING,
THROUGH THE WEST GERMAN ELECTRICAL EQUIPMENT ENGINEERS
ASSOCIATION (VDE, VERBAND DEUTSCHER ELEKTROTECHNIKER,
STRESEMANNALLEE 21, D-6000 FRANKFURT/MAIN). WITH RE-
GARD TO HOT WATER HEATERS, THIS REFERS IN PARTICULAR TO
COMPLIANCE WITH VDE REGULATION 0720-1 AND 1L-D.
IN VIEW OF THESE CIRCUMSTANCES, THE U.S.

MANUFACTURER MIGHT WISH TO CONSIDER A TECHNICAL COOPERATION WITH ONE OF THE WEST GERMAN ORIGINAL EQUIPMENT MANUFACTURERS (OEMS) OF SUCH EQUIPMENT, FOR UTILIZATION, INTER ALIA, OF THE LATTER'S DISTRIBUTION AND SERVICING NETWORK, AND/OR MARKETING UNDER FOREIGN LABEL. FOLLOWING ARE THE NAMES AND ADDRESSES OF MAJOR WEST GERMAN CONTINUOUS FLOW HOT WATER HEATER MANUFACTURERS: AEG-TELEFUNKEN; D-6000 FRANKFURT/MAIN ROBERT BOSCH GMBH (JUNKERS); D-7314 WERNAU; ELWA GMBH; D-8000 MUENCHEN-21; SIEMENS-ELECTROGERAETE GMBH; D-8000 MUENCHEN; STIEBEL-ELTRON GMBH & CO. KG; D-3450 HOLZMINDEN.

CARL COELLEN
INH. PETER BARTEIT
AM SCHUETZENPLATZ 3
D-2105 SEEVETAL 1
CONTACT: HERR PETER BARTEIT
PHONE: 04105/2289

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 01 jan 1960
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To: COM
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